

▶ Which of my marketing channels are performing?

Smart Marketing: What Successful Marketers Practice

Eliminating one underperforming marketing initiative saves \$40,000

A strategic marketing client ceased a pending annual FSI contract of \$79,200 when response tracking determined they generated a cost-per-call of \$191 for the first three months. She cut her buys in half and freed up \$40,000 that she could reallocate to better performing tactics.

▶ When prospects leave the Web site, are they sold?

Remarketing to 2,460 “hot leads” generates additional sales

By assigning different toll-free numbers to different Web pages, one E-Commerce marketing executive learned that nearly 3,000 prospects visited his Web site and decided to call for more information. MainTrax provided the client with the phone numbers of all responders, broken down by sales territory, and learned only 18% were closed. The executive considered the 2,460 callers who weren't sold as “hot leads” and remarketed to them to gain additional sales.

▶ Which mail format generates the best results?

Switching mail formats generates 1,680 more sales

A national marketer used response tracking to determine that non-subscriber envelopes/letters generated a significantly better response rate over postcards and self-mailers. Over the course of a year, the marketer expects to generate 2,400 more calls (and 1,680 more sales) than if they had not made the switch to letters.

▶ Which broadcast buys are most effective?

Reallocating media buy saves \$1,340 in one week

The marketer of a major corporation learned by simultaneously tracking the same acquisition offer on four broadcast stations, the most expensive buy (10 spots for \$4,690) generated 74 calls, compared with the station with a more modest buy (\$3,350) which generated 102 calls. Our client reallocated their investment into the better performing stations, improving both the number of calls generated and the overall cost-per-response.

▶ Which print ad placements generate the best ROI?

Eliminating newspaper buy saves \$4,000 a day

When a marketing executive challenged his media representative on the effectiveness of his buy, he tracked the same ad/offer in different sections of two metropolitan newspapers and learned that the placement in one paper's business section generated virtually no calls. Accordingly, our client withdrew placements from that section, thereby saving \$4,000 a day.

▶ **Which targets / demographic groups respond best?**

- ▶ A MainTrax marketing client decided to halt the production/mailing of a last chance postcard to one demographic segment and mailed to a different high-index target instead with insight from response tracking. They generated 480 more calls than they would have had they stayed with the original target. First-year revenue generated by those 480 leads (80% close rate): \$11,500.
- ▶ One client's "Urban Achievers" target generated a response rate of 2.53%...better than "Cosmopolitan," "Young Digerati" and "Money & Brains" segments COMBINED. Armed with this knowledge, the client chose not to remarket to these underachieving targets with a planned last-chance postcard, thereby saving \$2,355 in postage alone.
- ▶ By appending our Florida client's mail list with segmentation data and then comparing that data with who responded, MainTrax determined that "modest income grandparents" responded disproportionately better to a time-sensitive offer. With this knowledge, our client began to tailor their messages accordingly.

▶ **Which format gets best results?**

In the effort to constantly improve their ROI, one analytical marketing professional relied on a customized 45-day response rate report to compare the results of numerous direct mail campaigns, continues those which yield the highest ROI, and develops new approaches accordingly.

50,000 Self-Mailers

Create/print/postage: \$13,740

Response rate: 1.0%

Calls generated: 500

Close rate: 70%

350 sales

Cost per sale: \$39.26

50,000 Postcards

Create/print/postage: \$8,575

Response rate: .75%

Calls generated: 375

Close rate: 70%

262 sales

Cost per sale: \$32.72

The self-mailer had the higher response rate and generated more sales, but because the postcard's cost-per-sale was considerably less, the marketer could achieve the same number of sales for \$2,288 less.